

Census Academy Presents: Census 101

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Meet Your Presenter

Kim Brown has been with the U.S. Census Bureau for almost 40 years, the majority of her time spent in customer services.

She is currently a training specialist in the Data Dissemination and Training Branch of the Customer Liaison & Marketing Services Office.

As a trainer, she guides data users in accessing and understanding Census Bureau data, products, and services.



Kim Brown
Training Specialist

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Census Bureau Delivers 2020 Census Redistricting Data in Easier-to-Use Format

Read More

U.S. CENSUS BUREAU ECONOMIC INDICATORS

New Residential Construction

September 2021 Report

Released 8:30 AM EDT, 10/19/21

1,555,000 Housing starts

-1.6%

Business Inventories

August 2021 Report

Released 10:00 AM EDT, 10/15/21

\$2,083.9 B

Is this page helpful?



Census Bureau Mission Statement

The Census Bureau's Mission is to serve as the nation's leading provider of quality data about its people and economy.

Our goal is to provide the best mix of timeliness, relevancy, quality, and cost for the data we collect and the services we provide.



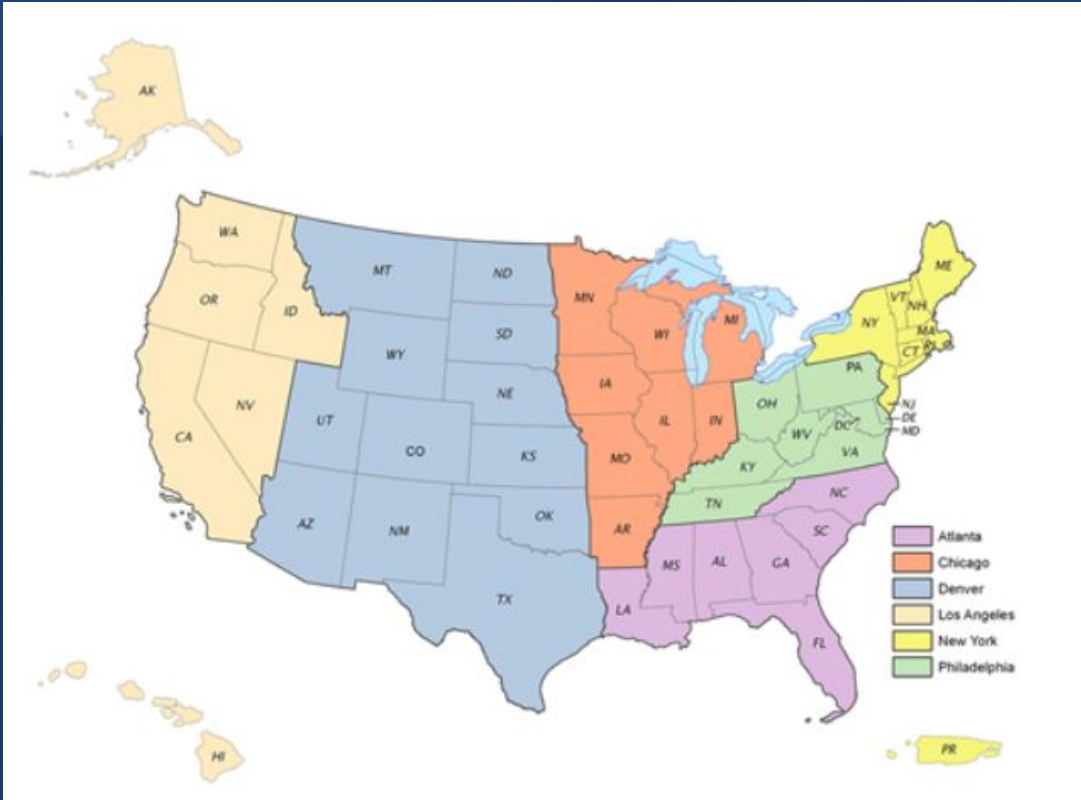
Organizational Information

- There are 13 major statistical agencies within the U.S. Government
 - 70 organizations that collect statistics
- The Census Bureau
 - Part of the U.S. Department of Commerce
 - Contains 9 Directorates
 - Contains 44 Divisions or Offices

Census Bureau's Offices and Centers

Offices	Number of Offices	Locations			Operating Status
Census Headquarters (HQ)	1	Suitland, MD			Permanent
Computer Center	1	Bowie, MD			Permanent
Contact Centers	2	Jeffersonville, IN	Tucson, AZ		Permanent
International Trade Office	1	Puerto Rico			Permanent
National Processing Center (NPC)	1	Jeffersonville, IN			Permanent
Regional Offices (RO)	6	Atlanta, GA	Denver, CO	New York, NY	Permanent
		Chicago, IL	Los Angeles, CA	Philadelphia, PA	

Census Bureau's Regional Office



- Atlanta, Georgia
- Chicago, Illinois
- Denver, Colorado
- Los Angeles, California
- New York City, New York
- Philadelphia, Pennsylvania

Censuses

	Decennial Census	Economic Census	Census of Governments
Overview	A constitutionally mandated population and housing count for every resident in the United States	Measures the health of the nation's economy by providing vital statistics about industries and businesses	Identifies the scope and nature of the nation's state and local government sector
Participation	All 50 states, the District of Columbia, Puerto Rico, and the Island Areas	All 50 states, the District of Columbia, Puerto Rico, and the Island Areas	All 50 states and the District of Columbia
Occurrence	Occurs every 10 years on years ending in zero	Occurs every five years on years ending in two and seven	Occurs every five years on years ending in two and seven
Significance	<ul style="list-style-type: none">Used for congressional redistrictingUsed for state legislative redistrictingInfluences the distribution of \$675 billion in federal funds annually	<ul style="list-style-type: none">Influences policy decisionsUsed to create key measures for economic activity (ex: GDP)Used to gauge organizational structures and product trends	<ul style="list-style-type: none">Used to measure economic and financial performanceUse for public policy researchUsed to develop programs and budgets



2020 Decennial Census

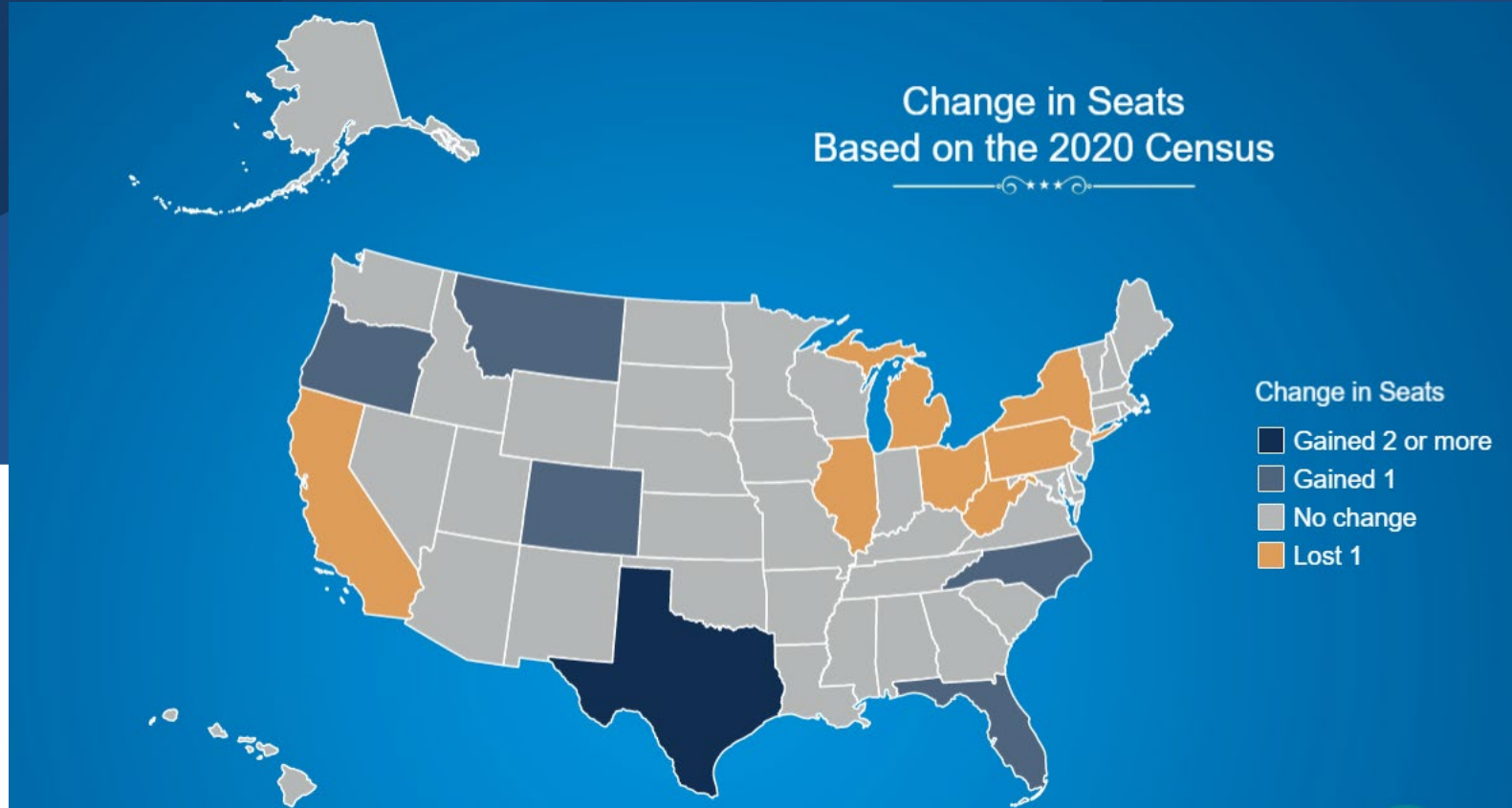
- Online questionnaire available for the first time
- Mail in questionnaires are still an option
- Total of 10 questions relating to topics such as:
 - Age
 - Sex
 - Race
 - Ethnicity
 - Rent/Own

Decennial Census Data in Action



- Apportionment
- Redistricting
- Funding of Federal, State, and Local Government Programs
- Program Planning, Site location, Marketing Decisions

2020 Decennial Census



On April 1, 2020 the United States population was 331,449,281.



Knowledge Check #1

- How many types of censuses does the U.S. Census Bureau conduct?

a.

- One

b.

- Three

c.

- Five

NAICS

NAICS Search

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Search Results

2022 NAICS Definition

T = Canadian, Mexican, and United States industries are comparable.

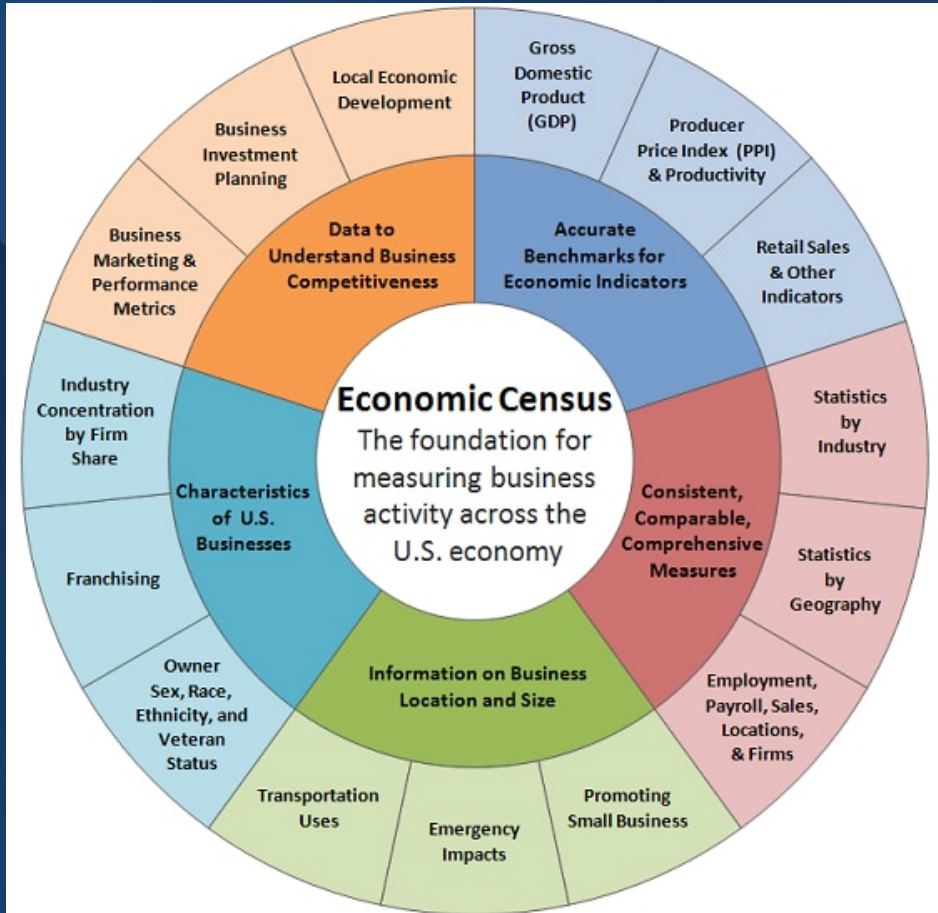
Search results for: 72

Number of records found: 34

72	Accommodation and Food Services ^T
721	Accommodation ^T
7211	Traveler Accommodation ^T
72111	Hotels (except Casino Hotels) and Motels ^T
721110	Hotels (except Casino Hotels) and Motels
72112	Casino Hotels ^T
721120	Casino Hotels

- North American Industry Classification Code
- Can be 2-6 digits
- Some sectors not covered by the Census Bureau

Economy Census in Action



- Study industry and trends over time
- Evaluate investment opportunities
- Implement Public Policy
- Measure economic development
- Business Plans
- Grants



Knowledge Check #2

- What program takes the pulse of America's Economy every 5 years?

a.

- The Economic Census

b.

- The Population Estimates Program

c.

- The Census of Governments

Census of Governments



- Collected every 5 years, in years ending in “2” and “7”
- Government organization data and information are for October of the year preceding the Census
- How governments are organized, how many people they employ and payroll amounts, and the finances of governments

Census of Governments in Action



- The Bureau of Economic Analysis and the Federal Reserve Board—use the data to measure the nation's economic and financial performance
- State and local governments use the data to develop programs and budgets, assess financial conditions, and perform comparative analyses
- Analysts, economists, market specialists, and researchers need these data to measure the changing characteristics of the government sector of the economy and to conduct public policy research.

Surveys

The Census Bureau conducts more than 130 surveys across the nation

Category	Description
Demographic Surveys	Measure income, poverty, education, health insurance coverage, housing quality, crime, computer usage, and many other subjects
Economic Surveys	Measure the nation's economy and provide information about businesses
Sponsored Surveys	Demographic and economic surveys conducted for other government agencies

American Community Survey (ACS)

Overview	Provides detailed information about communities and their composition
Participation	All 50 states, the District of Columbia, and Puerto Rico
Occurrence	Occurs annually
Significance	<ul style="list-style-type: none">Influences the distribution of \$675 billion in federal funds annuallyUsed for community planning program development

Households Surveys




- The Current Population Survey
- The Survey of Income and Program Participation
- The American Community Survey
- American Housing Survey

The American Community Survey

13196019

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU


 **THE American Community Survey**

This booklet shows the content of the American Community Survey questionnaire.

Start Here

Respond online today at:
<https://respond.census.gov/acs>
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

 **If you need help or have questions about completing this form, please call 1-800-354-7271.** The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1-800-532-8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5626**. Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: <https://respond.census.gov/acs>

For more information about the American Community Survey, visit our web site at: <http://www.census.gov/acs/www/>

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.
Last Name
First Name MI
Area Code + Number -


How many people are living or staying at this address?
• **INCLUDE** everyone who is living or staying here for more than 2 months.
• **INCLUDE** yourself if you are living here for more than 2 months.
• **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
• **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1 (INFO)(2016)**
(07-08-2016)

OMB No. 0607-0810
OMB No. 0607-0936



- Samples approximately 3.5 million addresses per year
 - 290k per month
- Produces estimates for characteristics of both population and housing
- Creates estimates for small geographic areas



Knowledge Check #3

- Which of the following produces estimates for population and housing characteristics?

- a. • The Decennial Census
- b. • The Economic Census
- c. • The American Community Survey

Estimates from Administrative Records

- Annual Population Estimates
- Monthly Import and Exports
- Weekly, monthly and annual surveys of the nation's economic activity

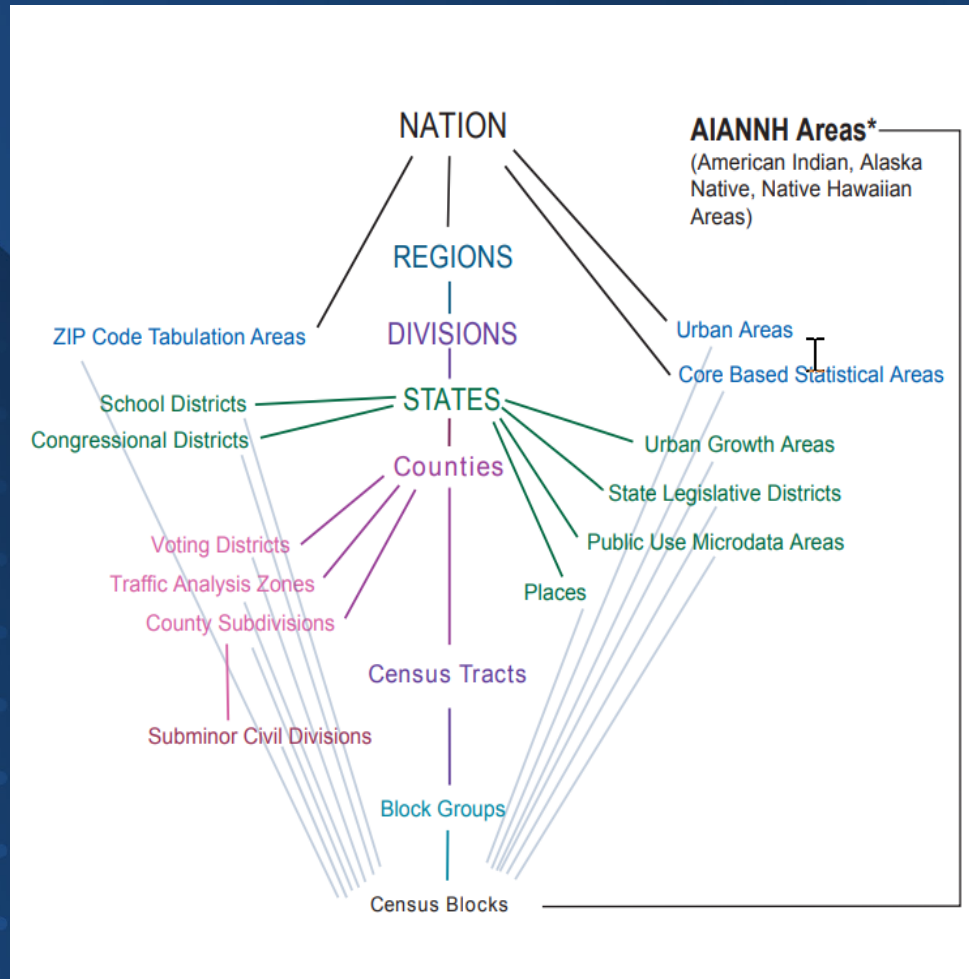




Conduct Surveys for Government Agencies

- Department of Justice
- Department of Education
- National Center for Education Statistics
- National Center for Science and Engineering Statistics
- National Center for Health Statistics
- Center for Disease Control
- Bureau of Labor Statistics

Census Geography




- Foundation of all data collection and publication
- Legal and Administrative Geography
- Statistical Geography


Geographic Products



- TIGER
 - Topologically Integrated Geographic Encoding and Referencing System
- Boundary and Thematic Maps
- Other Geographic Products
 - Reference Information Maps
 - Tallies of Geographic Entities
 - Relationship Files

Data Tools and Applications



 Search

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Data Tools and Applications

Developers

Experimental Data Products

Related Sites

Software

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Training and Workshops

Visualizations

Related Sites

Software

Tables

Training & Workshops

Visualizations

Data Tool

2020 Census Address Count Listing Files Viewer

This application was developed to supplement the Address Count Listing files. The files include housing unit and group quarters counts, by census block.

Data Tool

2020 Census Response Rate Map

Are you curious about how many people in your community are responding to the 2020 Census? Stay up to date with a map of

TIGERweb

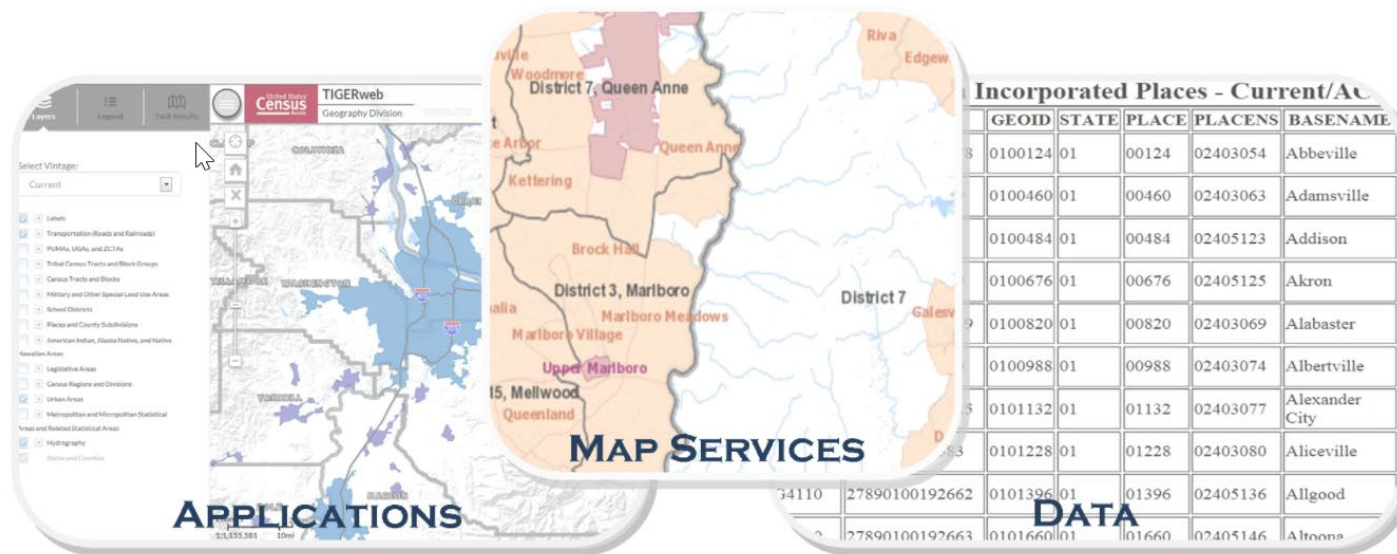
[Home](#)
[TIGERweb Applications](#)
[WMS](#)
[REST Services](#)
[Data Files](#)
[TIGERweb Geography](#)

Contact Us

Email us at:
geo.tigerweb@census.gov

[Click here](#) to sign up for updates on
TIGERweb and other Census
Bureau Topics.

[TIGERweb Brochure](#)

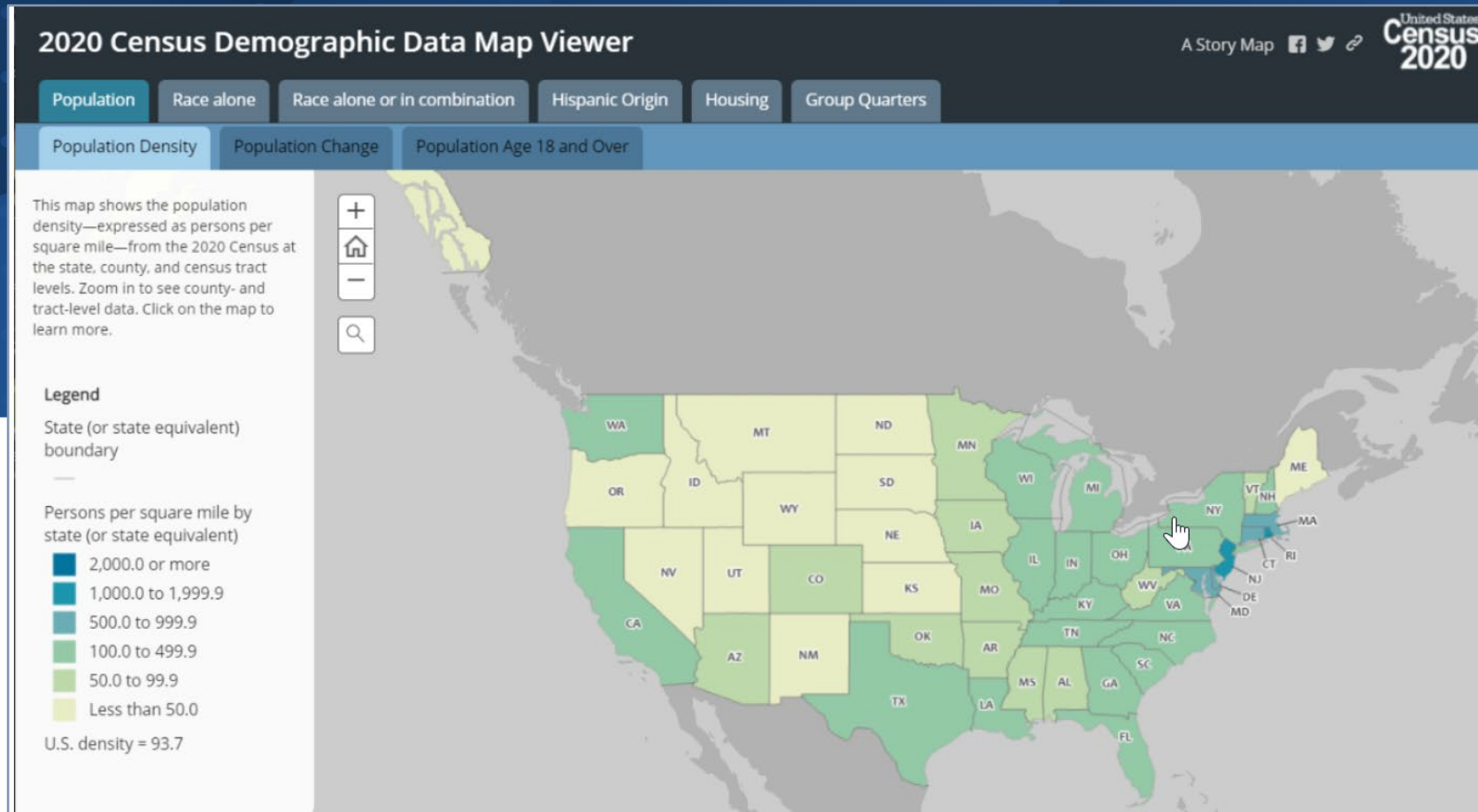


TIGERweb Overview

TIGERweb is a web-based system that allows users to visualize our TIGER (Topologically Integrated Geographic Encoding and Referencing database) data in several ways:

- [TIGERweb Applications](#)

Interactive Story Telling





Welcome to the new data.census.gov website

[Microdata](#) [Help](#) [FAQ](#) [Feedback](#)



[Tables](#) [Maps](#) [Pages](#)

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.

Find Tables, Maps, and more ...

Q

[Advanced Search](#) [? Help](#) [Feedback](#)



Data Products

All Topics ▾	United States
Population Estimates, July 1 2021, (V2021)	331,893,745
Population Estimates, July 1 2021, (V2021)	331,893,745
Population estimates base, April 1, 2020, (V2021)	331,449,281
Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021)	0.1%
Population, Census, April 1, 2020	331,449,281
Population, Census, April 1, 2010	308,745,538
Age and Sex	
Persons under 5 years, percent	6.0%
Persons under 18 years, percent	22.3%
Persons 65 years and over, percent	16.5%
Female persons, percent	50.8%
Race and Hispanic Origin	
White alone, percent	76.3%
Black or African American alone, percent (a)	13.4%
American Indian and Alaska Native alone, percent (a)	1.3%
Asian alone, percent (a)	5.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.2%
Two or More Races, percent	2.8%
Hispanic or Latino, percent (b)	18.5%

- Summary Tables
- Analyses
- Microdata
- Maps and Geographic Products
- Metadata
- Visualizations

Partnerships and Outreach



- Federal Depository Library Program
- State Data Centers
- Census Information Centers
- Advisory Committees

Census Data Users

Fighting Fires With Data



- Congress
- State and Local Governments
- Researchers and Academic Institutions
- Financial Institutions
- Regional Planning Agencies
- Businesses and Chambers of Commerce
- You!

Census Bureau Resources & Services



- Data Training and Workshops
- Statistics in Schools
- Demographic Consulting
- The Census Bureau Library

Census Academy

Your Learning Hub for Data Skills.

Learn how to access and use Census Bureau Data your way through our how-to Data Gem videos and in-depth courses, webinars, and tutorials.

JOIN THE COMMUNITY



View by Topic



2020 Census Data



Data Tools



Data Science & Visualization



Population & Housing Characteristics



Business & Economy



Geography



Is this page helpful? ×
 Yes No

Highlights

The U.S. Census Bureau conducts 3 censuses and over 130 surveys.

We have tools, data products, services and resources to help you understand and access data.

We cater our products and tools to meet the evolving needs of our partners and data users.

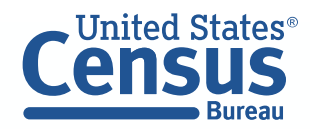
Get in Touch with Us

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Subscribe: [Census.gov/academy](https://census.gov/academy)



THANK
YOU